

**Meeting Minutes
Communications Committee
January 10, 2007**

Department of Consumer Affairs
1625 N Market Boulevard, El Dorado Room
Sacramento, CA 95834

Members Present

Joan Walmsley, Chair, LCSW Member
Victor Law, Public Member
D'Karla Leach, Public Member
Victor Perez, Public Member

Members Absent

None

Staff Present

Paul Riches, Executive Officer
Mona Maggio, Assistant Executive Officer
Stephen Sodergren, Program Manager
Sean O'Connor, Public Outreach Coordinator
Rosanna Webb-Flores, Enforcement Analyst
Lynne Stiles, IT Analyst
Christy Berger, Legislation Analyst
Justin Sotelo, Regulation Analyst
Kari Frank, Licensing and Exam Analyst
Christina Kitamura, Administrative Assistant
George Ritter, Legal Counsel

Guest List

On File

The meeting was called to order at approximately 1:07 p.m. Christina Kitamura called the roll, and a quorum was established.

I. Introductions

Joan Walmsley, Committee Chair, welcomed guests to the meeting. Audience and staff introduced themselves.

II. Presentation by Lindle Hatton of Hatton Management Consultants Regarding Strategic Planning Process.

Lindle Hatton of Hatton Management Consultants introduced himself and gave a brief background. Dr. Hatton worked with the Board on its previous strategic plan, and is now working with the Board to update the strategic plan.

Dr. Hatton presented the strategic planning process to the Committee. He also reviewed the upcoming plan to meet with the staff in February and August, and gave his expectations of the Board members during this process.

Dr. Hatton explained that he uses an expanded approach using multiple constituencies, engaging as many internal and external stakeholders as possible. To do that, the model approach is to follow the state's strategic planning guidelines, consistent with the Governor's office and the Department of Finance. That model consists of four driving questions: (1) Where are we now? (2) Where do we want to go? (3) How do we want to get there? (4) How do we measure progress? We are now moving into the first phase of scanning the environment. Previous discussions with Mr. Riches and Ms. Maggio involved developing a list of key stakeholders who have an interest in the Board and with a working knowledge of the Board. Dr. Hatton received a list of 91 stakeholders, 52 of which are external.

Dr. Hatton stated that the strategic planning process was last performed 23 months ago, and there was a very nominal response from stakeholders. They are working to get a greater response by expanding the list and using the Internet. The survey is designed in two primary segments. The first is regarding the Board's organizational effectiveness, consisting of approximately 25 questions rated on a scale of one to five, then five open-ended questions, the first asking about the accomplishments of the Board over the past two years, the other four speak to the SWOT Analysis: strengths and weaknesses that may limit the Board's effectiveness, opportunities the Board should be prepared to pursue, and the threats that might limit the Board.

The survey will be sent out soon with a two-week response deadline. Dr. Hatton will be meeting with all Board staff on February 7th and 20th, where the survey responses will be reviewed. Management and Board members will initially review the responses and have the opportunity to provide feedback, then it will go to staff for prioritization of themes. Those themes should be able to fit into existing goals, or staff will need to create new goals. This is also an appropriate time to revisit the mission statement. In May, the Board will have a focused working session with Dr. Hatton to review the vision, mission and themes based upon data collected from the surveys and how they align with current goals, and will take new suggestions. The objectives this time are to have a more robust data and to have more staff involvement than last time.

Dr. Hatton explained that all information collected from stakeholders would be kept confidential. The Board has a two-year contract with him to allow training and assistance to staff for actualization and accountability on an ongoing basis, at least quarterly. He would have a more hands-on role in creating work action plans. As tasks are aligned with people responsible for those tasks, we will create a forum for them to return and report on progress. He would like to do that by having staff report personally to the Board, as he feels it is important to send a strong message to staff that the Board is interested in what they are doing. It also gives them an opportunity to interact with the Board in a more formal level, and for staff development purposes.

III. Strategic Plan Goal #1 – Communicate Effectively With the Public and Mental Health Professionals - Report on Progress

Mona Maggio provided Strategic Plan Objective updates.

Objective 1.1 - Provide Six Educational Opportunities for Stakeholders and Staff on BBS Budget by July 30, 2006. This objective has been met.

Objective 1.2 - Distribute a Handbook Outlining Licensing Requirements by December 31, 2006 to 100% of California Schools Offering Qualifying Degrees. Staff has completed the first draft of the Student Handbooks created for student in marriage and family therapy and social work programs. This item is covered in depth under agenda item VI.

Objective 1.3 – Distribute Consumer Publication Regarding Professions Licensed by the Board by June 30, 2007. As part of the continuing development of an Outreach Program, the Board contracted with BP Cubed, a public relations firm to assist in the development of brochures, handouts, PowerPoint presentations and restructuring of the Board's Web site, as well as identify the Board's primary constituency groups and their needs. BP Cubed is performing a communication audit of the Board's current materials that are distributed to the public and conducting a thorough review of the Board's Website to assist in its redesign.

BP Cubed meets on an ongoing basis with the Board's Outreach Coordinator, Sean O'Connor, and has made a presentation before the Communications Committee in September 2006 and before the Board at its November 2006 meeting.

Objective 1.4 – Achieve 60% on Customer Service Satisfaction Surveys by June 30, 2008. At the March 29, 2006 meeting, the Communications Committee reviewed and provided edits to the draft surveys. Each survey was designed to attain comment from the Board's various stakeholders. The survey can be accessed on the Board of Behavioral Sciences (BBS) web site. Since the survey became available on the web site, approximately 268 responses have been submitted. Beginning in September 2006 Licensing Evaluators began mailing out the licensing survey with all registration and initial license packets. Enforcement Analysts are mailing out an enforcement survey when a complaint reaches a conclusion. The General Survey is available for request by phone and at the front counter. Outreach surveys are also be available at schools and consumer outreach events.

Objective 1.5 – Participate Four Times Each Year in Mental Health Public Outreach Events Through June 30, 2010.

We're still trying to identify outreach events; however, staff has attended a number of events, including the National Association of Social Workers (NASW) Conference, the California Association of Marriage and Family Therapists (CAMFT) Conference, and the Board-hosted conference on diversity.

Events scheduled for 2007

- April 26–27, 2007 Association of Social Work Boards (ASWB) Annual Conference in Mobile, Alabama
- May 4–5, 2007 NASW Annual Conference in San Francisco
- May 17-19, 2007 CAMFT Annual Conference in Santa Clara

Mr. O'Connor added that the 3rd Annual Consumer Protection Day will take place in March 2007, and BBS staff will participate in the event. This event is sponsored by the County of San Diego. It focuses on consumer protection and enforcement in the areas of fraud and identity theft.

Objective 1.6 – Review and Revise Website Content Four Times Per Year. the website is going through a major web revision. This will be discussed more in depth under agenda item VII.

Objective 1.7 – Student Outreach. Staff determined that the success of the Board's Student Outreach Program warranted consideration for the adoption of a new student outreach objective to the Strategic Plan. At its May 18, 2006 meeting, the Board adopted this new objective. Mr. O'Connor set a goal of 25 student presentations and has met that goal. Mr. O'Connor indicated that schools have been contacting him regarding their interests in the presentations. The challenge for the upcoming year is scheduling the presentations considering the high demand. This will be discussed under agenda item IX.

IV. Review of Pamphlet *A Consumer's Guide, What Can the Board Do For Me?*

Rosanna Webb-Flores, Enforcement Analyst, presented this item. The Committee previously discussed the development of a brochure for licensees and consumers explaining the complaint handling process, investigation, and disciplinary action. The Board currently has a consumer brochure, *A Consumer's Guide, What Can the Board Do For Me*, which it distributes upon receipt of inquiries from consumers and licensees regarding the complaint process. The brochure has not been updated. Staff took a look at the language and made some updates.

Mary Riemersma, Executive Director of CAMFT, provided some editorial revisions. Fourth paragraph under *How Do I File a Complaint?*, she suggested changing "Authorization Release" to "Authorization for Release." She also suggested under Investigations to strike the word "more." On the last sentence under Referral to the Attorney General, Ms. Riemersma suggested changing language to "administrative hearing to be scheduled." On the second to last sentence under Administrative Hearings, she suggested changing the language to "you will receive."

Mr. O'Connor suggested omitting "MFT and LCSW Corporations" from the first paragraph.

V. BP Cubed Deliverables Update

Mr. O'Connor reported BP Cubed is a public relations firm located in Sacramento, California. The BBS contracts with BP Cubed for communications and public relations services. BP Cubed is currently developing a second batch of logos for Board Member approval. Upon approval of the Board, the BBS logo will be used to develop branding. The logo will be used on the BBS website, on letterhead, and on BBS publications. Staff is requesting the Committee to review the sample logo designs and make a recommendation to take forward to the Board or return to BP Cubed for further logo options.

BP Cubed is currently working with BBS staff on revising the BBS website. The project's goal is to make the website more "user friendly." The revision encompasses both the content and organization of the website.

On January 29, 2007, Jairo Moncada, a BP Cubed account representative, will accompany Mr. O'Connor for a presentation on the BBS licensure process to MSW students at UC Berkeley. The purpose of Mr. Moncada's visit is to review Mr. O'Connor's presentation and offer suggestions for improvement.

BP Cubed created a draft layout for the new BBS Marriage and Family Therapist (MFT) and Licensed Clinical Social Worker (LCSW) Student Handbooks.

Ms. Maggio shared staff's top two choices of logo designs. After brief discussion, the Committee agreed with staff's choices. The Committee agreed to bring the two logo designs forward to the Board.

Mr. O'Connor presented the Communications Plan. He spoke on the "Recruitment / Branding" term used in the document, stating that the Board had concerns about the "recruitment" terminology. The term is not representative of what was included in the Communications Plan, and chose to omit that terminology. Another change throughout the document was the term "patients" to "clients." Mr. O'Connor added that this is a living document and can be updated as needed.

Mr. Riches stated that the next step is to bring this forward to the Board for adoption.

VI. Review Student Handbook Drafts

Mr. O'Connor reported on the student handbook drafts. As part of the Board's Strategic Plan Goal #1, Communicate Effectively With the Public and Mental Health Professionals, the Board identified a need to provide students and educators with an outline of examination and licensing requirements to assist students in their education and career development.

Staff has drafted two handbooks, one for students in marriage and family therapy programs and the other for students in social work programs. A handbook for educational psychology students is currently being researched. The basis for the handbooks comes from the Board's "Frequently Asked Questions" information and the questions and comments received during student presentations.

The handbooks give the students detailed information as well as "quick tips" to guide them along their way to licensure.

Ms. Walmsley suggested clarification on client contact hours, with explanation and examples provided.

Ms. Riemersma will provide Mr. O'Connor with additional edits.

VII. Website Redesign Update

Lynne Stiles presented an update on the website design and gave a visual presentation of the new design and layout. She reported that the web site will be going through a re-design. The revision of the BBS website will serve two functions. The first, will allow the BBS to meet the needs identified in the Board's customer satisfaction survey. The second will allow the BBS to comply with the mandatory website standards. Currently the State of California is implementing new state standards for all state governmental websites. The standards involve new backend programming, a requirement to meet accessibility standards under Government Code Section 508, as well as making usability, content and organization of state agency website's consistent.

Staff and BP Cubed have been meeting to discuss this project. The group has discussed website organization, color schemes, and key themes for the project.

Mr. Riches stated that the changes to the website will make the website easier to manage, and easier for the target audience to access information easily.

VIII. Review Customer Satisfaction Survey Results

Mr. O'Connor reported that in June 2006, the BBS implemented a customer satisfaction survey accessible from the BBS website. Since August 2006, licensing evaluators have been sending out a Licensing Survey to all new registrants and exam candidates, and Enforcement analysts have been sending out a survey to all newly closed cases. Objective 1.4 of the BBS Strategic Plan sets a goal of 60% customer satisfaction by June 30, 2008. A satisfied customer is a person who indicates a rating of either Excellent or Good in his or her survey response.

Since implementation, website survey responses have indicated an overall satisfaction level either at or exceeding 60%. The goal has been met.

In recent months, responses to the website survey indicate an increased level of satisfaction with customer service. For the month of November, overall customer satisfaction was 75%.

When factoring in all responses to the website survey since implementation in June 2006, the overall satisfaction is 61%.

Accessibility statistics have risen from 54% for June 12, 2006 – August 31, 2006, to 68% for November 1, 2006 – November 30, 2006. Responsiveness satisfaction has also risen from 57% for June 12, 2006 – August 31, 2006 to 66% for November 1, 2006 – November 30, 2006. Satisfaction with staff knowledge and courtesy has consistently hovered between the high 60 to low 70 percentiles since implementation of the survey.

Overall satisfaction on the Licensing Survey as of October 31, 2006 is 82%.

The BBS has received only 20 responses to the Enforcement Survey. Due to the aforementioned personnel changes, the Enforcement statistical data is not available at this time.

Ms. Walmsley requested to see the comments on the surveys in the future.

IX. Review Board of Behavioral Sciences Outreach Program

Mr. O'Connor reported that outreach program experienced its first full year of operation in 2006, which was a successful first year. The goal was to visit 30 schools, and staff has exceeded that goal. Staff and Board Members attended a variety of events throughout the year. The upcoming challenge will be scheduling time for future presentations and not excluding any schools from the outreach events. Mr. O'Connor encouraged Board member participation in the presentations.

Victor Law stated that he will attend the presentation at the University of Southern California.

X. Review Examination Unit Statistics

Kari Frank, Licensing Analyst, briefly presented the examination unit statistics provided.

XI. Discuss Future Meeting Dates and Agenda Topics

Ms. Maggio reported that in the interest of easing scheduling for both Committee members and public participants, it would be useful to set future meeting dates for the Committee. Meetings should occur approximately halfway between regularly scheduled Board meetings. This allows staff to work on items to bring forward to the Committee for review and make recommendations to forward those items to the Board or send them back to staff for additional revision or further research.

Ms. Maggio suggested scheduling this Committee on the same days as the Consumer Protection Committee. The following dates and locations were suggested:

- Wednesday, April 11, 2007 in Orange County
- Wednesday, June 27, 2007 in Sacramento
- Wednesday, September 26, 2007 in the Los Angeles or San Diego area.

The Committee agreed to the proposed dates and locations.

Ms. Maggio requested suggestions for future agenda items. No suggestions for future agenda items were presented.

The Committee adjourned at 2:27 p.m.